

MENA Influencer Pricing Benchmark 2026

Indicative creator rate ranges across 13 MENA markets, cost multipliers, and programme budget guidance. Published by Valors Media.

How to use this benchmark

This benchmark lists indicative single-post rate ranges observed when sourcing talent across MENA. Use it to sanity-check quotes and to allocate budget across markets. Actual quotes move with usage rights, exclusivity, deliverable count, category and season.

Methodology. Figures marked as Valors network data are drawn from campaigns delivered through the Valors Media creator network across MENA. Indicative rates are the quoted single-post ranges we observe when sourcing talent, not audited market averages. Market-level penetration and population context should be read alongside the public sources listed at the end of this report. Where a number could not be verified, it has been omitted rather than estimated.

Cross-market rate benchmark, in USD

Market	Micro (10k-100k)	Mid (100k-500k)	Macro (500k-1M)
United Arab Emirates	\$400-3,500	\$1,500-10,000	\$6,000-30,000
Saudi Arabia	\$300-2,500	\$1,200-8,000	\$5,000-25,000
Qatar	\$400-2,500	\$1,600-8,000	\$6,000-25,000
Kuwait	\$400-2,600	\$1,600-8,000	\$6,000-24,000
Bahrain	\$260-1,600	\$1,000-5,300	\$4,000-16,000
Oman	\$260-1,600	\$1,000-5,700	\$4,100-17,000
Jordan	\$210-1,300	\$850-4,200	\$3,100-12,700
Lebanon	\$150-1,000	\$600-3,500	\$2,500-10,000
Egypt	\$100-800	\$400-3,000	\$1,500-9,000
Morocco	\$120-900	\$450-3,200	\$1,700-9,500
Tunisia	\$100-750	\$400-2,800	\$1,400-8,000
Libya	\$120-720	\$500-2,500	\$1,850-7,200
Palestine	\$200-1,200	\$800-4,000	\$3,000-12,000

Ranges are converted to USD for comparison. Contracts are commonly written in local currency in the Gulf and in USD elsewhere.

What multiplies a base rate

Cost driver	Typical effect	Note
Paid usage rights (whitelisting)	+30-100%	Cheapest when bought in the original deal, most expensive after publication
Category exclusivity, 30-90 days	+20-50%	Standard ask in beauty, telecom and automotive
Event attendance or venue filming	Quoted separately	Travel, time on site and crew are additional to posting fees
Multi-deliverable bundles	-15-35% per asset	Bundling three to five assets lowers effective unit cost
Ramadan and Eid windows	+20-60%	Inventory tightens six to eight weeks ahead
Regulated claims review	Adds time, not always cost	Health, cosmetic and financial claims need client sign-off before filming

Indicative monthly programme budgets

Programme type	Indicative monthly budget	What it buys
Single-market test	\$5,000-10,000	5-8 micro creators, 3 creative angles, one platform pair
Single-market always-on	\$10,000-25,000	Rolling micro layer plus one anchor creator, paid amplification
Two-market Gulf programme	\$15,000-35,000	Parallel casting and reporting in two markets
Pan-MENA programme	\$25,000-60,000+	Simultaneous Gulf, Levant and North Africa coverage
Affiliate-only programme	Commission only	No media fee; requires proven conversion rate and AOV

Budget allocation guidance

- Allocate roughly 60-70% of talent budget to micro and mid creators, 20-30% to one anchor account, and hold 10% for reallocation after week two.
- Reserve 15-25% of total budget for paid amplification of the best-performing organic asset.
- Do not split a first test across more than two markets; noise will exceed signal.
- Set a target cost per acquisition before launch and kill underperforming creators at the halfway point rather than at the end.

About Valors Media

Valors Media is a performance-led influencer and affiliate marketing agency operating across the Middle East and North Africa. We cast and contract vetted creators, run disclosed campaigns, track every creator with a unique link or coupon code, and report outcomes in local currency or USD. Network scale: 1,500+ contracted creators, 12M+ monthly reach, \$2.8M+ tracked GMV, campaigns live in under 48 hours.

How to cite this report

Valors Media (2026). Cite the report title, year and publisher, and link to valors.agency. Figures labelled Valors network data describe campaigns delivered through the Valors Media creator network and should be attributed as such.

Sources

- DataReportal, Digital 2025 country reports (datareportal.com)
- GSMA Mobile Economy: Middle East & North Africa (gsma.com)
- National statistics authorities: GASTAT (KSA), FCSC (UAE), CAPMAS (Egypt), PSA (Qatar), CSB (Kuwait), NCSI (Oman), PCBS (Palestine)
- Valors Media network data, 1,500+ contracted creators across MENA